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AUTHOR Simmons, Donald B.
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ABSTRACT

Drawn from communication journals, historical and news magazines, business and industrial magazines, political science and world affairs journals, general interest periodicals, and literary and political review magazines, the approximately 90 entries in this annotated bibliography discuss ghostwriting as practiced through the ages and reveal the operating procedure of that activity as a profession. The entries are categorized into five major divisions that cover ghostwriting through history, the business of ghostwriting, education and training for ghostwriting, political ghostwriting, and the theory of ghostwriting. (TJ)

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GHOSTWRITING: AN ANNOTATED BIBLIOGRAPHY

Donald B. Simmons

The following journal articles discuss ghostwriting as practiced through the ages and reveal the operating procedure of ghostwriting as a profession. Although not always thought to be an honorable profession, the "phantom of words" has had a strong impact on the flow of history. The types of periodicals surveyed for the present work can be listed as communication journals, historical and news magazines, business and industrial magazines, issues of political science and world affairs, general interest periodicals, and literary and political review magazines. The following annotated bibliography is categorized into five major divisions: (1) Historical: ghostwriting as seen through the eyes of the historian; (2) Business: ghostwriting in industry, ghostwriting agencies, and self-employed ghosts; (3) Education: ghosts in colleges and universities; (4) Political: ghosting as it relates to the political arena; and (5) Theory: ghostwriting as it pertains to communication theory and process. It is the editor's expressed desire that this bibliography be of use both to the serious research scholar and to the general reader.

HISTORICAL

Avery, William T. "Roman Ghostwriters," Classical Journal, 54 (January, 1959), 167-169.

Roman emperors found it necessary to rely upon the services of at least two professional writers: Seneca and Trachalus. The author briefly comments on the nature and development of these

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particular compositions.

Birdwell, Russell. "There Were No Ghost Writers at the Alamo," Life, (July 4, 1960), 1.

This advertisement is a statement of principle. Today, "deceptive" Presidential candidates for both political parties read the speeches of ghostwritten strategists--a symptom of a "pallid public morality." During America's birth and greatness, on the other hand, honorable American frontiersmen spoke utterances that did not rely on deceptive tactics. These, then, were the men willing to put America on the high road of security and accomplishment.

"The Ghosts," Time, 62 (November 9, 1953), 104-105.

Concern is expressed that serious implications may result for the historian who wants to analyse a speech or book that may have been written by a ghostwriter or collaborator(s). The problem arises if the true identity of the writer(s) is not known.

May, Ernest R. "Ghost Writing and History," American Scholar, 22 (Autumn, 1953), 459-465.

This article identifies ghostwriting as a "conspiracy against history." Because of the "confused and clouded sources" of contemprary history, conscientious historians cannot grasp the individuality needed to bring their "characters to life." Mr. May raises valid objections to ghostwriting and hints that ghosting should cease because history cannot rely upon the false impressions of secondhand testimony and hearsay.

Starrett, Vincent. "Trade Winds: Ghostwriting," Saturday Review of Literature, 27 (August 19, 1944), 18.

According to Mr. Starrett, "ghost writing is as old as literature itself," and the number of literary ghosts is increasing. In this article, he "dashes off" a few amusing paragraphs about modern instances of ghosting. He relates stories of a Dr. Johnson, a ghost clergyman; a certain Sir John Hill; and Alexandre Dumas, author or was it "co-author" of the immortal classic The Three Musketeers.

Stelkovis, Walter J. "Ghostwriting: Ancient and Honorable," Today's Speech, 2 (January, 1954), 17-19.

The author contends that "there should be no objection to the profession which has had an ancient, and primarily honest past." Although "ghostwriters perform a useful and honorable service, due recognition has been delayed excessively." The article contains many examples and instances of ghostwriting that have been employed throughout the annals of history by the Greeks and Romans, during the Renaissance, and in twentieth century politics.

BUSINESS

Bart, Peter. "The Busy Ghost," Saturday Review of Literature, 46 (September 14, 1963), 78.

Helping the business community communicate is the primary concern of a special school of communicators. In this article, seasoned ghosts tell of their writing experiences and of their relationships to "big business."

Borman, Ernest G. "Ghostwriting Agencies," Today's Speech, 4 (September, 1956), 20-23.

In this article the author reveals where individuals may hire ghostwriters and also indicates the availability of ghostwriting services.

"Ghost at the Graduation," Time, 79 (March 30, 1962), 56, 58.

Dr. Bryan Newsome, a ghost for high schools across the country and Puerto Rico, writes "stirring oratory," and each speech may be purchases for $2.50.

"A Ghost Never Tells," Christian Science Monitor Magazine, (February 24, 1945), 5.

The unadentified author, himself a ghost, speaks of the "unethical" practice of ghostwriting as a "valuable service" to mankind. He shares with the reader a few of his personal experiences as a professional writer, and he devotes a portion of the article to book ghosting and "tricks of the trade."

"Ghost Writing Bureau," Current History, 52 (May, 1941), 49.

The article explains the services provided through the company formed by S.J. Michelson: "Michelson's Ghost Writers Service." Noted are the various branch offices of the company, the variety of the service's assignments, and a description of the company's average order, i.e., approximately 5000 words per topic, ten-minute speeches....

"Ghosts: That Seemingly Artless Speech May be Haunted," Newsweek, 8 (December 5, 1936), 38-39.

Fred E. Bauer, chairman of the "Ghostwriters Bureau," explains his early introduction to ghostwriting (writing love letters for Army G.I.'s), the types of persons that seek his services, the various fields of interest his organization is competent to handle, background materials relating to his associates, and the cost of producing a speech.

"The Ghosts Walk," Newsweek, 52 (October 13, 1958), 78.

Sports analyists maintain several spooks "to turn strong, simple athletes into profound observers." Ghostwriting articles for sports heroes is nothing new, and the writers of the "ghosted stuff" attempt to "make the words fit the minds from which they ostensibly emerged."

"Ghostwriters Give Boss the Word," Business Week, (October 23, 1954), 176.

Behind most, if not all, oral messages of the modern corporation executive is the professional of speechifying, the ghost. The business ghost works in close collaboration with the speaker and grooms him for his rostrum performance. Although some executives are self-sufficient because of instinctive eloquence, others rely heavily on the speechwriter. It is the responsibility of the writer to adapt his speech to the situation, speaker, and audience.

Gross, Ronald. "Letters: In Defense of Ghostwriting," Saturday Review of Literature, 46 (October 12, 1963), 49.

This brief letter is a defense of corporate ghosting. It is in response to the article printed in Saturday Review, 46 (September 14, 1963), 78.

"How to Get a Ghost to do Your Writing," Good Housekeeping, 145 (November, 1957), 51.

The author affirms the contention that ghostwriters are not spooks but versatile writers that can prepare material with "the stamp of your personality on it." A typical ghost might be S.J. Michelson of New York City. Although his expertise lies in the area of medical and dental publications, his staff of three are prepared to "pound out" anything from love letters to dissertations. Fees are dependent upon the assignment.

"The Joys and Sorrows of the 'Ghost Writer,'" Literary Digest, 100 (March 16, 1929), 64.

This article tells of the ghostwriting experiences of Frederic F. Van DeWater.

Lynch, Daniel. "Confessions of a Speechwriter," Duns Review and Modern Industry, 86 (November, 1965), 42-43.

Mr. Lynch has written speeches for executives at several leading United States corporations and has seen the problem of too many lifeless and artificial business speeches. He comments on the following questions: Why are there so few good speechwriters? What makes a good speechwriter? Where do you find a good speechwriter? Why does the top executive need a speechwriter in the first place? How does an executive give a good speech? and finally, What is the importance of good speechmaking?

"Madison Avenue: The Busy Ghosts," Saturday Review of Literature, 46 (September 14, 1963), 78.

This article is concerned with the businessminded individual and expresses ill-will toward ghosted works. Attention is directed to the nation's "busiest and fastest-growing school of communication," those men who grind out the business speech. These particular forms of literature are "talks prepared for delivery by business leaders" before various civic and cultural organizations.

O'Neil, Paul. "Great Tell-It-All Ghost," Life, 46 (June 29, 1959), 128-138.

This article concerns the ghosting of Gerald Frank, a frustrated poet and novelist. His biographies have sold well, and his name has been all but hidden on the book cover. He has

ghosted the life of Lillian Roth, Diana Barrymore, Sheila Graham, and Zsa Zsa Gabor.

"Personal Business: Ghostwriting," Business Week, (October 23, 1954), 176.

How do you find a ghostwriting firm? By referring to the Literary Market Place, published by R.R. Bowker Co., newspapers, publishing houses and top literary agents, one may find a competent writer. This article also explains how to check the backgrounds of writers under consideration, how to give the general description of what you want, and the charge per word.

"Pranks of the Literary 'Ghost,'" Literary Digest, 94 (July 30, 1927), 27.

This essay focuses on Philip Schyler's, The Editor and Publisher (New York). Although the article is not a book review, several ghostly items are discussed: principally, the ghostwriter who turns athletes into sports celebrities. The author concludes with this defense of the ghostwriting system: "Editors believe the public likes first-person stories."

Van DeWater, Frederic. "The Ghost Writers," Scribner's Magazine, 85 (March, 1929), 327-332.

This article reveals the joys and sorrows of being a ghostwriter, and why so many prominent people have been "bursting into print."

EDUCATION

Benjamin Jr., Roy A. "Ghost Goes to Washington," American Mercury, 47 (June 10, 1937), 157-160.

To the individual needing scholastic assistance, the king of college ghostwriters, G.H. Smith (the ghost's pseudonym), is ready to aid the student needing his services. For a small fee of $10-20, the ghost will write in such complicated fields of study as cover finance, classical civilization, music, anthropology, religion, military and naval science, foreign languages, and so on. A dissertation for the Ph.D. costs between $500-700, while a thesis is substantially lower in cost, $300. If you have need of Mr. Smith, send your request to West 121 Street, New York City.

"Ghosts Beware," The Reporter, 22 (March 17, 1960), 4.

This editorial comments on the issue of college students hiring ghostwriters to take major tests, prepare papers, and do dissertation research. The student, contends the author, must learn to think for himself and to reach his own conclusions.

"Guiding the Ghost," Newsweek, 39 (February 4, 1952), 71.

On February 12, 1952, Washington's American University offered a course to its students in the preparation of "spooky speeches." According to the article, there are not enough ghosts to go around on Capitol Hill, and the University felt such a course was needed. In the words of Dr. Walter P. Bowman, chairman of American University's communication department, "the ghost is an indispensable artisan."

"Notes and Comment: Course in Ghost-writing at American University," New Yorker, 28 (February 23, 1952), 23.

The article states that American University, Washington, D.C., is probably one of the first schools in the United States to offer ghost training in its curriculum. Dr. Walter P. Bowman, who will teach the course, believes the ghost to be an "indispensable artisan." The ghost is indispensable, he says, in the sense that "the whole place smells of the American cult of business."

POLITICAL

Beatty Jr., Jerome. "Trade Winds," Saturday Review of Literature, 51 (September 14, 1968), 21.

The author not only indicates top politicians that have been ghosted, but he also defines the ghostwriter and speechwriter. Five categories of ghosts are briefly summarized: the phrasemaker, the wordsmith, the sloganeer, the research assistant, and the press aide or secretary.

"Behind Each Eisenhower Speech: Men Who do the Writing," U.S. News and World Report, 38 (January 7, 1955), 12.

Two writers, Bryce N. Harlow and Kevin McCann, are credited with making President Eisenhower's speeches more effective. A brief description of the writing process they employed is

included in this article.

Benchley, Peter. "Rose Garden Rubbish and Other Glorious Compositions," Life, 66 (May 23, 1969), 60.

As a member of President Johnson's writing team, Benchley tells of his brief, ill-fated career as a Presidential speechwriter. The author believes that ghosting tests one's physical stamina, mental stability, and capacity for frustration. Also, several references are made to Nixon's Presidential appointment, and of his relationship to speechwriters.

"A Besom for Ghosts," Literary Digest, 109 (April 25, 1931), 22.

The article reports that Representative A. Sowers, a member of the Pennsylvania Legislature, has proposed a bill to drastically limit ghostwriting, i.e., celebrities formally known as "nominal authors" must, under the proposed legislation, make their "bow hand in hand with the ghost." Apparently, ghostwriting is seen by some persons as a venial sin. Ralph Bergengren, a writer for the "Boston Transcript," feels that the sponser of the bill "has not glimpsed the entire company of ghosts now practicing literary collaboration and presents his argument.

Brandenburg, Ernest. "The Preparation of Franklin D. Roosevelt's Speeches," Quarterly Journal of Speech, 35 (April, 1949), 214-221.

Because of Roosevelt's outstanding political leadership and speaking ability, the author attempts to critically examine Roosevelt's process of speech preparation. Although the President relied on the advice of many advisors for both materials and ideas, the final manuscript was "identifiable as peculiarly Rooseveltian."

Brigance, Norwood W. "Ghostwriting Before Franklin D. Roosevelt and the Radio," Today's Speech, 4 (September, 1956), 10-12.

An historical survey of ghosting is set forth in this article. The author has written several anecdotes about ghostwriting, and its relationship to such notables as Antiphon, Caesar, Washington, Jackson, Lincoln, Jeremiah S. Black, Harding, and Hoover.

Butterfield, Roger. "Ghostwriters," Life, 65 (July 5, 1968), 62-63.

Oftentimes, ordinary ghostwritten prose is turned into oratorical eloquence on the political scene. However, the ideas and phrases of such notable educators as Theodore Parker, Oliver Wendell Holmes, and Lowis Howe have been transformed into famous presidential phrases. Mr. Butterfield includes several anecdotes of presidential figures, and their implementation of the phrasemaker's wisdom.

Clapper, Raymond. "Is Ghostwriting Dishonest? A Debate," Forum, 101 (February, 1939), 67-69.

Clapper argues against the practice of ghostwriting as it now exists in the political ranks. The ghostwriter, he contends, "has turned political speaking into a synthetic, artificial, somewhat phony kind of public discussion." The author suggests that politicians neglect the phantom writer as undesirable, and politicians themselves should strive for more genuine speeches.

Corey, Herbert. "Ghosts That Haunt the Hustings," Nation's Business, 36 (August, 1948), 43-45, 78.

Corey discusses the ghostwriting industry, and its ever advancing march into the political world. Also, discussion centers around the problems and advantages of ghostwritten speeches.

Dart II, Rufus. "The Ventriloquists of Washington," Scribner's Magazine, 85 (March, 1929), 327-332.

The ever increasing demand and pressure upon governmental officials has caused them to seek out the ghostwriter for assistance in speech writing. Because of the ghost, the public has become cynical of its political representatives, and the author indicates that it is time for "a few more men who can do their own thinking." The charge against ghosting has been set forth in Dart's article because he states, "something deadly may...be happening to [our] national life." Ghosting is ethically wrong--"every man should plant himself squarely and boldly before the public for whatever he is...."

Diogenes, "News and Comment From the Nation's Capital: Ghost Writing," Literary Digest, 117 (June 9, 1934), 16.

New light has been shed upon the highly organized subject of ghostwriting especially since two apostles of the New Deal, Attorney-General Homer S. Cummings and Secretary of Commerce Daniel C. Roper, made identical speeches in the South. The author indicates that ghosting has become more acceptable to governmental officials because they have little time to write their own speeches. Charles Michelson, continues the author, is responsible for the broader stride of the ghostwriting system.

Farrar, Larston D. "Live Ghosts in Washington," American Mercury, 83 (November, 1956), 108-119.

A "motely crew" of ghostwriters haunts Capitol Hill. Not only does this article name many of the better known writers, but also indicates their salaries, and the types of speeches prepared by these ghostly figures. Overall, the nature and personality of ghostwriters is revealed as Farrar gives the reader a glimpse of the deathless prose flowing from the nation's number one ghost town, Washington.

"Fine Hand," Time, 75 (June 20, 1960), 11.

Emmet John Hughes is the figure of interest in this article. He was, aside from being a writer of Eisenhower campaign speeches and Governor Rockefellor's senior advisor on public policy and public relations, Rockefellor's ghost-writer.

Freshley, Dwight L. "Gubernatorial Ghost Writing," Southern Speech Journal, 31 (Winter, 1965), 95-105.

This study describes the speech writers of governors of the United States in terms of their age, sex, educational level, length of aquaintance with the governor, academic background, methods of speech writing, criteria for evaluating a speech, and factors influencing their present theory of speechmaking.

Fuess, Claude Moore. "Ghosts in the White House," American Heritage, 10 (December, 1958), 45-47.

Ghostwriting is supported in this article by Fuess. Not only does he give a chronicle of many American Presidents and their association with these descrete helpers, but he believes that ghostwriters protect statesmen and save them energy and labor.

Gilroy, Harry. "Survey of the Ghost Writers," New York Times Magazine, (March 27, 1949), 20.

Gilroy sees political ghosting as "a potential menace to democracy" and as a "pernicious activity." The author argues against ghost-ridden politics and deception.

Golden, James L. "John F. Kennedy and the Ghosts," Quarterly Journal of Speech, 52 (December, 1966), 348-357.

Although some contemporary rhetorical critics believe John Kennedy to be "merely an oral interpreter" of ghosted manuscripts, others believe that the final version of the speech, the substance and style, were unquestionably his own. Whether he used ghosts or not is measured against a body of criteria presented by the author. This paper attempts to address the following questions: "What was the nature and function of Kennedy's staff? How did Kennedy prepare for his extemporaneous address? What procedure did he follow in developing his manuscript speeches? What was the relationship between the prepared manuscript and the actual presentation?"

Golden, James L. "Political Speaking Since the 1920's: Address August 20, 1963," Vital Speeches, 29 (October 1, 1963), 763-767.

Deliverd before the Speech Association of America, the speech focuses on four particular changes in the idiom of political speaking since the 1920's: (1) The language which appears in a typical political address more and more represents the work of a group of collaborators who may or may not be able to produce a consistent and peculiar idiom which give a unique stamp to the orator, (2) An equally important trend in the style of political speaking is the present popularity of the conversational idiom, (3) Closely related to the current emphasis on simplicity is an increased trend toward brevity and terseness, and (4) In oral style there is a declining of effectiveness in irony and satire. As a result of these concepts, political speeches, continues the author, lack style, and "the majority of speeches are pedestrian, prosaic, and impotent."

Gunderson, Robert G. "Political Phrasemakers in Perspective," Southern Speech Journal, 51 (April, 1965), 168-176.

The author takes a quick chronological review of those busy countrymen and statesmen, who, preoccupied with policy

making or war, have had to depend upon some of our greatest political and literary minds for ghosted material.

Hall, Robert N. "Lyndon Johnson's Speech Preparation," Quarterly Journal of Speech, 51 (April, 1965), 168-176.

The primary objective of this article was to discuss how Johnson prepared the texts of his messages. The preparation of his speeches was the responsibility of well-known government and national leaders: Ted Sorensen, McGeorge Bundy, Mike Mansfield....

Heinen, Ray W. "Ghostwriting in Departments of the Federal Government," Central States Speech Journal, 7 (Spring, 1956), 10-12.

"Ghostwriting is a staff job. It is not a Federal government career in itself." Mr. Heinen, an employee with the Soil Conservation Service, tells of his irregular activities as a ghostwriter for top administrators in government positions. He explains the various steps he follows when given a speech-writing assignment, collaboration with the speaker, organization of materials, and drafting the speech.

Hersey, John. "Profiles: President Truman's Weighing of Words," New Yorker, 27 (May 5, 1951), 36-40.

The Chinese Communists had recently intervened in Korea and had split the United Nations forces. On December 14, 1950, President Truman met with the Secretary of State and several of his advisors and document-drafters for a final revision of a radio speech. This message, to be delivered the following night, would call for a national emergency. The conversationally written article follows the events of speech revision and indicates the tedious task of speech preparation.

Honan, William H. "The Men Behind Nixon's Speeches," The New York Times Magazine, (January 19, 1969), 19-20, 63.

This article focuses on the men responsible for the "wing-less" words Nixon used to unite and govern the nation. The Presidential ghosts are four in number: William Safire, who provides the zingers and snappers for the speeches; Raymond Price; Patrick J. Buchanan, who provided the daily, changeable-with-the news openings of the basic campaign speeches; and the last member of the writing team--William Savin, a specialist in

emotional writing for certain speeches. Aside from the Nixon word shop, several research assistants aid the speech writers in their work.

Lewis, Peter. "Ghost Town," New York Times Magazine, (April 10, 1960), 39-40.

Washington D.C. is the favorite haunting ground for many a ghostwriter, or so contends Lewis. Although many persons consider ghostwriting dishonest, he believes ghosts necessary if you consider the labor involved in "a well-turned speech." The author uses the remainder of the article to share several anecdotes pertaining to the relationship of ghost to client.

Miller, William Lee. "At Home & Abroad: Ted Sorensen of Nebraska," The Reporter, (February 13, 1964), 24-27.

This man was "almost a lobe of Kennedy's mind;" Ted Sorensen was "a man with judgment and conformation;" a "trusted counselor and advisor." Mr. Miller writes of Sorensen's political background and of his relationship to the first Roman Catholic President of the United States. Sorensen and Kennedy, the author continues, had such a close working relationship because "they had a similar temperament and intelligent-practical relationship to the world." Some journalists criticized Sorensen as a speechwriter, yet he had a "knowledge of the facts, with no inclination to be a bore, with a great ability to simplify and get to the point." More importantly, says Miller, he was "the main participant in the decisions in and behind and around [Kennedy's] speeches."

Moley, Raymond. "Goldwater's Staff--II," Newsweek, 24 (April 26, 1964), 80.

Goldwater's working staff consists of two groups: the "political" group and the "policy" group, the latter being those persons that gather material on the issues and prepare it for the candidate. In this article, the author describes the nature and method of operation of Goldwater's "policy" group. Although a policy group may work over a candidate's speech or public statement, the author argues that this process is not ghost-writing but rather these men are specialists in their field. It is Goldwater, says Moley, who reflects his own personality and style in the final product.

Oberdorfer, Don. "Vast Ghostland of Washington," New York Times Magazine, (April 26, 1964), 24.

In American political life, ghostwriting is commonplace. Therefore, the author addresses these points of interest: is ghostwriting really necessary? Do ghostwritten speeches endanger democracy by deceiving the public? Will the mounting volume of ghost-written verbiage produce oratorical inflation? Can the information process be improved by eliminating the middleman--the speechmaker?

"People of the Week: Truman Sets Up a Speech Factory," U.S. News and World Report, 29 (November 10, 1950), 28-29.

Truman had an assembly line of writers that evolved into a unique literary mill, creating speeches, messages and statements as the President needed them. The operation was supervised by Special Council to the President, Charles S. Murphy. The White House aids assisting him were David D. Lloyd, George M. Elsey, David E. Bell, and David H. Stowe. These men, the author contends, "put presidential speech writing on a new basis."

"The Periscope: Truman's Speeches," Newsweek, 25 (May 7, 1945), 23.

The author indicates that some speculation exists as to the true identity of the writer of President Truman's speeches and messages.

Ray, Robert F. "Ghostwriting in Presidential Campaigns," Central States Speech Journal, 7 (Fall, 1956), 8-11.

See Today's Speech, 4 (September, 1956), 13-15. Reprint.

The writer examines two specific concerns of ghostwriting: the concern as to its moral obligation, and the fear that the speaker will become a "puppet" in the hands of certain interest groups. The critic of contemporary presidential campaign speeches must be responsible for assertaining authorship, the character of the writers, and their influence in the speech-preparing process. To better illustrate his point, Dr. Ray includes a brief analysis of the way in which Franklin D. Roosevelt and Thomas E. Dewey prepared their speeches for the 1944 presidential campaign.

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Roberts, Charles. "A Presidential Ghost Story," Newsweek, 77 (January 11, 1971), 21-22.

Roberts mentions President Nixon's speech writing team which consists of Raymond K. Price Jr., Lee Huebner, William Safire, and Patrick J. Buchanan. The author, in his essay, addresses several issues, the necessity of ghosts, ghosts as a political issue, and the question of writers observing anonymity. The article reflects a positive attitude toward ghostwriting, and the author suggests that the government might operate less efficiently without them if they did not shape and polish the thoughts of inarticulate officials.

Rovere, Richard H. "The Minds of Barry Goldwater," Harper's Magazine, 229 (September, 1964), 37-42.

Rovere has contributed a portrait of Goldwater as a Presidential candidate, and the author claims that two Goldwaters exist. The first Goldwater is the "flesh-and-blood" candidate; the other, "the dour ideologue." The Senator claimed in 1964, "I have ghosts all over the place," and he continued, these "helpers, ghosts...provided me with the crutches I so badly need." Rovere asks wonderingly if these men, sixteen ghosts in all, are worth their salt since "almost everything that has ever appeared under [Goldwater's] name has been cast in a rhetoric alien to his mode of thinking and speaking.

Smith, Donald K. "The Speech-Writing Team in a State Political Campaign," Today's Speech, 4 (September, 1956), 16-19.

Dr. Smith relates his experiences as a member of the

ghostwriting team for Governor Orville L. Freeman during the preconvention presidential campaign of 1952. His article attempts to "describe some aspects of the organization, activities, assumptions, and problems of a speech-writing team in a state political campaign."

"So What's Wrong with Ghosts?" Collier's Magazine, 125 (January 21, 1950), 74.

The author says a few words of defense for the ghostwriter. Supreme Court Justices Jackson and Frankfurter contend that ghosts are nothing but "decoy authors" who "impress the guileless..." This article does not see ghostwriting as "legal fraud," but he does support the idea that ghosting partially protects the public from having to listen to political figures "address them in their native gobbledygook."

"The Speech Writers," Vogue, 136 (September 15, 1960), 158-159.

The author lists the speechwriters for the Republican and Democratic candidates for the 1968 presidency of the United States.

Republican candidates

Richard M. Nixon: Herbert G. Klein, Robert H. Finch, Richard L. Bean, George Grassmuck.
Henry Cabot Lodge: Henry Cabot Lodge himself. He could not hire speechwriters until he resigned as U.S. Ambassador to the United Nations.

Democratic candidates

John F. Kennedy: Theodore C. Sorensen, Archibald Cox, Myer Feldman.
Lyndon B. Johnson: George Reedy, Walter Jenkins.

Stern, Edith M. "The Cash-and-no-Credit Business," Saturday Review of Literature, 23 (October 26, 1940), 11-12.

This article expresses support for ghostwriting because at its best, professional ghosting provides a medium of expression. The author also contends that "a ghost helps the public reach its leaders and understand them as well as helps his ghostees reach their audiences." Yet, she fully understands that ghosts can "sin" as well as err--for fraud has no place in scholastics.

Stevens, Lena M. "Letters: Let's Give Up Ghostwriting," Christian Science Monitor Magazine, (August 5, 1944), 14.

Stevens objects to ghostwriting as she considers it "like bootlegging and the black market."

"Stevenson's Ghost Writers," U.S. News and World Report, 33 (September 26, 1952), 57-59.

'Big names' enliven the oratory of Governor Adlai E. Stevenson. The Governor had his own staff of speech writers, but he asked the White House for additional men skilled in political polemics to help in his presidential bid against Eisenhower. This 1st group was composed of Samuel I. Rosenman, Robert E. Sherwood, Archibald McLeish, Bernard DeVoto, Arthur M. Schlesinger Jr., David E. Bell, Willard Wirtz, I. Don Hyndman, Robert W. Taft, and Mr. McGowan. These men were called upon to write convincing arguments pertaining to the varied political issues of the day.

Trott, Harlan. "Lincoln Didn't Need a Ghost Writer," Christian Science Monitor Magazine, (February 9, 1946), 5.

The necessity of public relations in government and business is the general thesis of this article. The author indicates the relationship of the ghostwriter to such power figures as Sir Winston Churchill, General MacArthur, and Presidents Lincoln, Wilson, Roosevelt, and Hoover.

"Trouble With Ghosts," Time, 54 (December 5, 1949), 25.

Justice Robert Jackson said that "ghostwriting has debased the intellectual currency in circulation, and is a type of counterfeiting which invites no defense." Jackson made this comment during a Supreme Court ruling, "disbarring an elderly patent lawyer from practice before the U.S. Patent office because he had submitted a ghostwritten article as evidence." Time recounts the activities of other ghostly authors, ancient and contemporary.

"When Johnson Plans a Speech," U.S. News and World Report, 56 (February 3, 1964), 33.

The author suggests that the ghosts of President Johnson's speeches were Horace Busby and Theodore C. Sorensen. The article lists a few of the Presidents who avoided "literary

advisors," and those ghostwriters that became "familiar figures" around the White House.

White, Eugene E., and Henderlider, Clair R. "What Harry S. Truman Told Us About His Speaking," Quarterly Journal of Speech, 40 (February, 1954), 37-42.

This paper was the result of an interview with President Truman, and the comments focus on his speechmaking process. The article is divided into the following categories: his rhetorical background and training, the essentials of effective speaking, methods of speech preparation, and rehearsal and delivery.

Winterich, John T. "Not in Stevenson," New Yorker, 23 (October 2, 1948), 60-63.

Winterich recounts his experiences in ghosting as he helped to pen a 1940 election speech for President Franklin D. Roosevelt.

THEORY

Bendiner, Robert. "Ghosts Behind Speechmakers," New York Times Magazine, (August 17, 1952), 15, 36.

Concern is expressed as to the integrity and ethical standards of ghostwriting with special emphasis given to its scholastic recognition by universities. The writer also addresses the social use of commercial and governmental phantoms.

Bormann, Ernest G. "Ethics of Ghostwritten Speeches," Quarterly Journal of Speech, 47 (October, 1971), 262-267.

The author argues that ghostwriting is immoral and involves the deception of a gullible public. If the written message is not a true representation of the speaker in thought and word, that speech may be classified as ghostwritten and deemed unethical. If we believe in the importance of speech, writes Bormann, the orator must impose ethical standards so as not to step outside the boundaries of plagiarism and scholarship.

Bormann, Ernest G. "Ghostwriting and the Rhetorical Critic," Quarterly Journal of Speech, 46 (October, 1960), 284-288.

The critic of contemporary public address, in order to properly evaluate the worth of a speech, must know the identity of the writer of speeches. Consequently, the analysis of speech preparation is essential to rhetorical criticism, and the critic must concern himself with all or a portion of the following critieria: (1) the speaker's ideas as presented in the speeches to be criticized, (2) the organization of these ideas, (3) the manner of delivery of the speeches, and (4) the style in which the ideas were expressed. Because ghostwriting is moving toward the ritualism and exhibition of the second Sophistic, the justification for rhetorical criticism will decline as a tool for analysis.

Bormann, Ernest G. "Ghostwritten Speeches--A Reply," Quarterly Journal of Speech, 47 (December, 1961), 420-421.

A letter to the editor is presented with respect to the ethical standards of ghostwritten speeches.

Busch, B.L. "From Our Rostrum: Two Heads Are Better," Writer, 66 (April, 1953), 122-123.

If you are a writer and have not yet "hit your writing stride," try collaboration. The author indicates that the first step of this process is to (1) find the right partner, (2) find a person who is well-rounded, i.e., strong when you are weak, (3) learn how to work with your colleague. The remainder of the article contains a detailed description of the author's collaboration process. There are no "ten easy lessons" for working together, says Busch; you have to develop your own methods. This is enhanced by experimentation and openmindedness.

Cook, Bruce. "Ghost Writing," Commonweal, 102 (May 9, 1975), 105.

Cook, himself a ghost, believes their is a need for the ghostwriter though he deplores it. He looks at the relationship of the writer-collaborator/ghostwriter and attempts to define their specific roles in writing prose. The article concludes as active ghosts suggest possible reasons for the success and popularity of ghostwriting.

Cowley, Malcom. "The Haunted House," New Republic, 108 (April 12, 1943), 481-482.

This book review follows the financial exploits of the literary ghostwriter through the 1920's and 30's. Some action should be taken, confesses the author, "to keep the more innocent ghosts from being exploited by the publishers and public at large."

Ek, Richard A. "Working With a Ghost," Today's Speech, 15 (April, 1967), 23-25.

This article suggests ways to improve the (ghost) writer/speaker relationship since many employers do not know how to work efficiently with a speechwriter. Ek offers ten considerations as a solution to the problem: (1) call in a consultant, (2) call in an able consultant, (3) make a monetary bargain for services rendered, (4) work personally with the ghost, (5) define the rough draft procedure, (6) do not be hesitant about confidential materials, (7) the consultant should guide your delivery, (8) the orator should not be preempted, (9) allow for feedback from the speech, and if possible, (10) work with the same writer on each occasion.

Frederick, J. George. "II--A Legitimate Professional Service, Is Ghostwriting Dishonest? A Debate," Forum, 101 (February, 1939), 69-71.

Mr. Frederick claims it to be a "distinct disservice to the cause of democracy and free discussion" to cast suspicion on ghostwriting. His contention is that "even if the 'ghost' puts new ideas and arguments into his employer's mouth, or originates a major thought, even if the speech or book is written by the ghost from first word to last, without a comma's alteration by him who is to sponsor it, the sponsor's constitutional right to contract with another to create something and then take full title to it is fundamental and sound."

Jepsen, Laura. "If Writers Were Really Honest...," Saturday Review of Literature, 27 (March 11, 1944), 13.

In this letter to the editor, the authoress speaks of the "art of collaboration," and of the difficulty in deciding if an article is original. She finishes her letter by illustrating how a writer might acknowledge his indebtedness to persons and things that influence his work. For example, "I wish to thank my father and mother,...Mother Goose,... the English language, ...the public library, the climate, environment,...God,...and

other influences too numerous to mention."

Johnson, Seneca. "In Defense of Ghost Writing," Harper's Magazine, 179 (October, 1939), 536-543.

The author, a ghost, believes in the necessity of ghost-writing, or shadow writing. The article makes reference to the ambivalent attitude toward ghostwriting held by readers and writers, yet the author sees nothing morally reprehensible about it. This is not to say that ghosts do not have an ethical obligation to fulfill in their work, but where there is no misrepresentation of fact--it is legitimate. Johnson indicates the relationship between the ghostee and the ghost, and since craftsmanlike words should be employed for effective persuasion, "how else are they likely to be so but by the services of the ghostwriter?"

Kirchwey, Freda. "Ghosts," Nation, 128 (February 20, 1929), 231.

Although ghostwriting is a product of the democratic attitude and the industrial world, it is a necessary function for the manufacturer, merchant, or politican who must prepare a menial business. The author indicates that ghostwriting is flourishing and offers an enterprising prospect: "Why should we not have ghost-musicians and ghost-sculptors as well as ghost-writers?"

Metcalf, C.W. "Letters: Ghost Writer Defends the Profession," Christian Science Monitor Magazine, (July 29, 1944), 11.

The article is a rebuttal to an item printed in Christian Science Monitor Magazine, (July 8, 1944), entitled, "Let's Give Up Ghost Writing." The writer, himself a ghost, defends the necessity of ghostwriting in today's busy world.

Palmer, Lawrence. "The School Page: Ghosts, Ghost-Writers and Ghost-Riders," Nature Magazine, 39 (November, 1946), 494-495.

A cleverly written article by Palmer, himself a ghost-writer, who naturally does not object to the "existence of the genus." The author defines and makes careful distinction of the ghostwriter, a person who is at least willing to do some work in these days of cockeyed labor philosophy, and the ghost-rider--"the guy who lets someone else do the work for him while he takes the credit, and a generous portion of the profit." If the ghostrider is not willing to work, Palmer says, "the

Ratner, Victor M. "Who Should do the Writing?" Harper's Magazine, 205 (December, 1952), 91.

The author states that we should be aware that the communication process is a special and difficult function. Not everyone has the gift of verbally expressing himself so as to produce effective communication. Consequently, he continues, "dismal damage" is done "by people who do their own writing, in situations where they shouldn't." The article suggests that more energy should be spend solving the communication problem rather than spraying caustic comments at the ghostwriter.

Schloss, Evelyn. "Let's Give Up Ghost Writing," Christian Science Monitor Magazine, (July 8, 1944), 4.

Primary consideration is given to ethical and moral principals that are often ignored by speechwriters. Because of ghosting, not only is the American public being taken advantage of, says Schloss, but the actual author receives an injustice or disservice for his efforts.

Sisk, John P. "Literary Ghosts," Commonweal, 73 (December 9, 1960), 274.

Sisk begins to analyze the ethics of ghosting by saying that such literary forgers arouse within us "moral uneasiness and indignation." The author examines the sources of ghost-writing: sports, education, business, industry and government. He calls the need of the "literary liaison" a dishonest business, and sees the ghost as symbolizing a force that dominates our lives.

Smith, Donald K. "Ghost Written Speeches," Quarterly Journal of Speech, 47 (December, 1961), 416-420.

This letter to the editor is in regard to Ernest G. Bormann's article on "The Ethics of Ghostwritten Speeches," Quarterly Journal of Speech, 47 (October, 1971), 262-267.

Smith, Harrison. "Mr. Smith Went to Washington," Saturday Review of Literature, 38 (January 29, 1955), 22.

This discussion centers around a three-sided conversation of Sinclair Lewis's "Main Street." Mr. Smith, of the Saturday Review, was to take part in the conversation using a prepared script sent to him by a Mr. Mumford of the Library of Congress.

Although Mr. Smith could alter the prepared script, he instead became angry at what was presumed to be his own words and ideas on the topic. The incident eventually became national news, and one critic said of the situation, "the matter, apparently trivial, involves principle and honestly."